

Digital Lead Generation

Three Part Workshop Series

Part 1: July 7th Using your website for lead generation

Part 2: August 4th Using channel management for lead generation

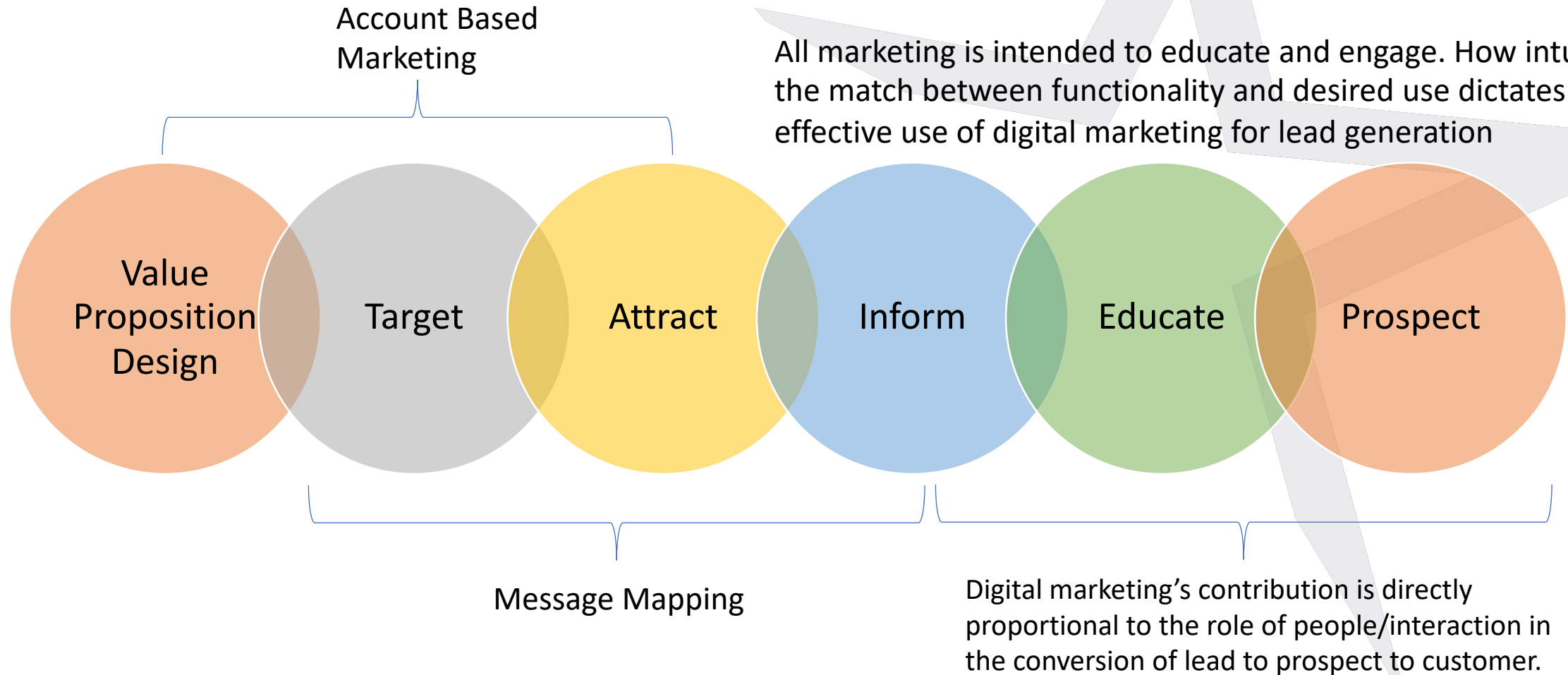
Part 3: September 1st Creating content for lead generation

What will you get from the workshop series?



- Understand when digital marketing can promote your business and when to use it to sell your capabilities
- Learn the techniques to implement or improve their paid or organic lead generation
- Know how to use a simple funnel framework for lead acquisition, curation and conversion to a prospect

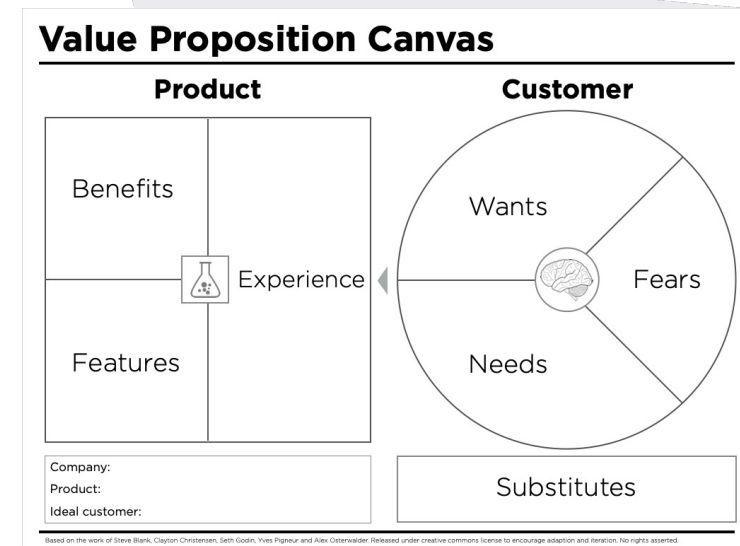
How do I decide if digital marketing is a tool to brand your business? Or a way to generate leads?



Previous Workshop / Homework

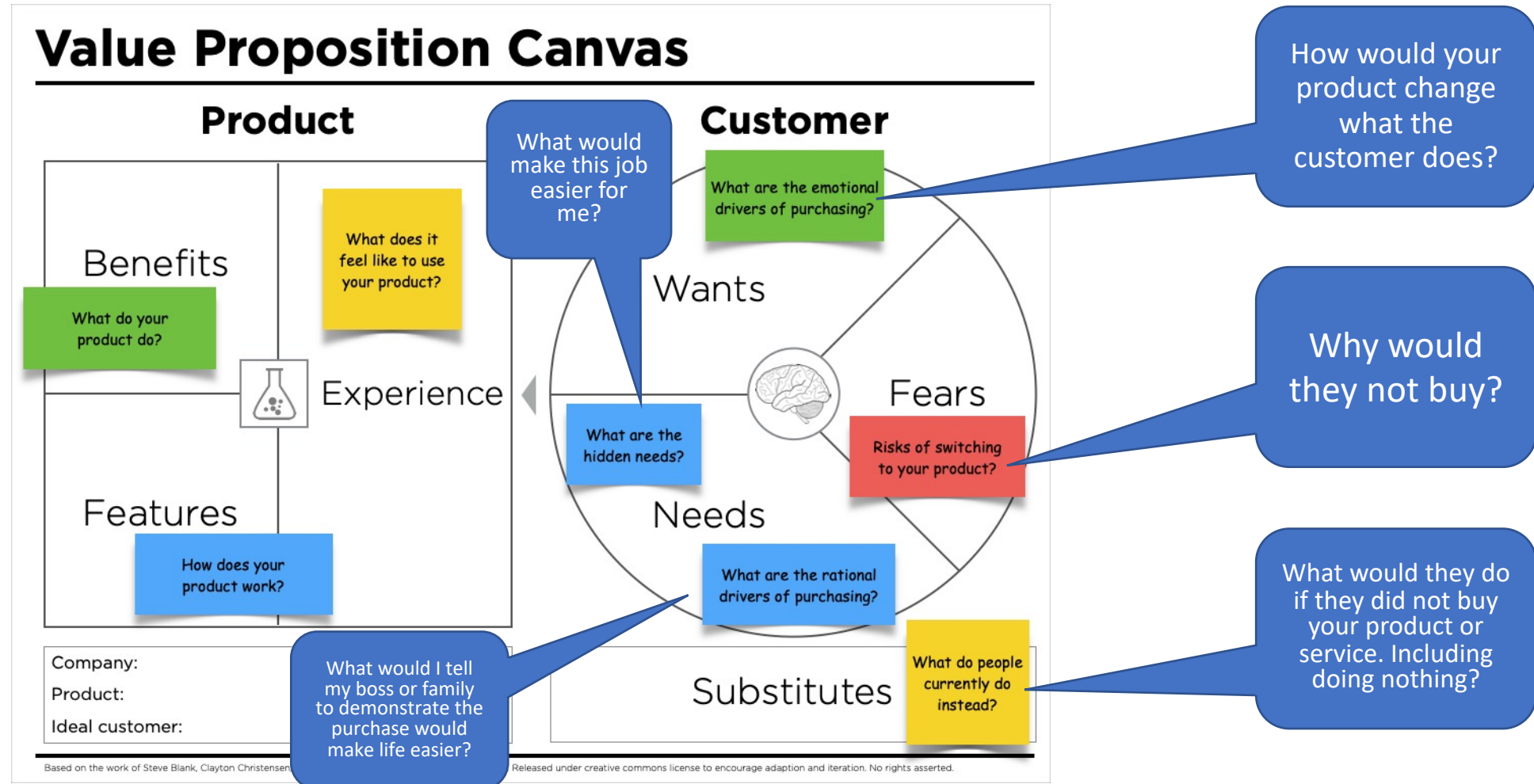


- This workshop series relies on the application of the value proposition design methodology presented in the “What Customers Really Want to Buy Workshop” on May 6th, 2021
- To view the recording visit <https://youtu.be/tLojDcsHI-A>
- The VPD worksheet is included in this deck



VPD Training Summary

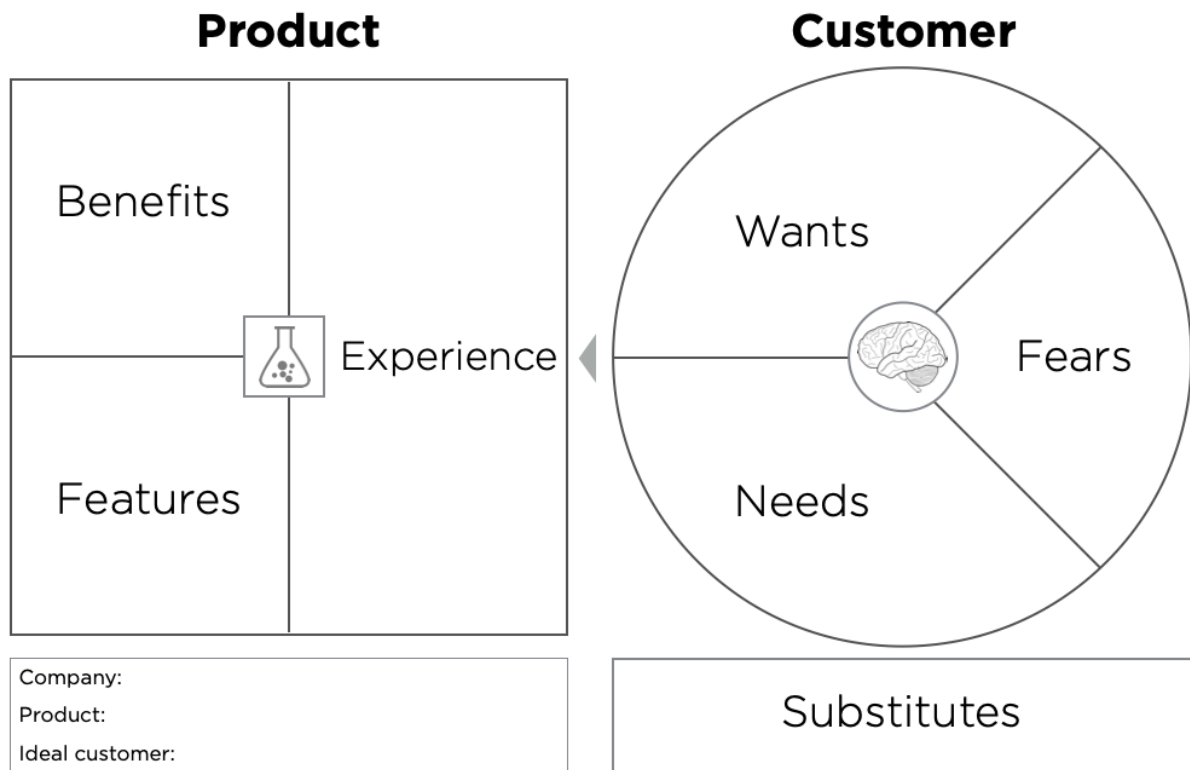
Before you start marketing your product or service take 30 minutes to confirm there a product to solution fit.



The VPD handout



Value Proposition Canvas



Based on the work of Steve Blank, Clayton Christensen, Seth Godin, Yves Pigneur and Alex Osterwalder. Released under creative commons license to encourage adaption and iteration. No rights asserted.

Value Proposition Design Worksheet

Substitutes

WHAT WOULD YOUR TARGET CUSTOMER DO IF THEY DID NOT BUY YOUR PRODUCT?

1.	
2.	
3.	

Fears

WHAT ARE THE RISKS OF SWITCHING TO YOUR PRODUCT?

1.	
2.	
3.	

Needs

WHAT ARE THE RATIONAL DRIVERS OF PURCHASE?

1.	
2.	
3.	

WHAT ARE THE HIDDEN NEEDS?

1.	
2.	
3.	

Wants

WHAT ARE THE EMOTIONAL DRIVERS OF PURCHASE?

1.	
2.	
3.	

Experience

WHAT DOES IT FEEL LIKE TO USE YOUR PRODUCT?

1.	
2.	
3.	

Value Proposition Design Worksheet

Product

WHAT WOULD YOUR CUSTOMER CALL YOUR PRODUCT?

--

Customer

DESCRIBE THE CUSTOMER YOU ARE TARGETING

1.	
2.	
3.	

Benefits

WHAT DOES YOUR PRODUCT DO?

1.	
2.	
3.	

Features

HOW DOES YOUR PRODUCT WORK?

1.	
2.	
3.	

Using Your Website for Lead Generation

Workshop 1

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Workshop Agenda



- Part 1: Lead generation models
- Part 2: Powering up your website
- Part 3: Search Engine Relationships
- Part 4: Marketing Technology Stacks
- Questions (via the chat function)

Part 1: Lead Generation Models



- **Traditional lead generation**
 - Push v Pull Marketing
 - The power of pull marketing for lead generation
 - Who is it for
- **Account Based Marketing**
 - Who is it for
 - The power of ABM

Push v Pull Marketing

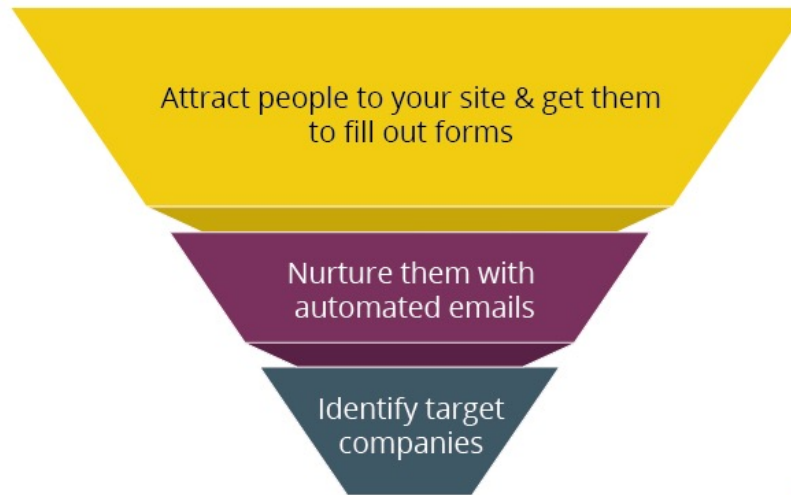


Categories	Pull Marketing	Push Marketing
Social Media	Blog posts, memes, Infographics <u>etc</u>	Advertising
Email	Content, links to content	Promotional emails advertising, list rental
Search	Organic	PPC
Referral Marketing	Word of Mouth, including shares/likes	N/A
Ratings & Reviews	Rating & review sites	N/A
Product	Interaction with product	Location signage, flyers & product endorsements, push notifications
Content curation	Showcase content	N/A
Guest posts	Blogs, infographics <u>etc</u>	Advertorial
Co-creation	Round-up posts, interviews	Influencer marketing
Live events	Demonstrations, meetings	Conference presentations, sponsorship
Other	N/A	Advertising on non-social media, non-search platforms
2016 Conversion-Uplift		

Account Based Marketing



Traditional Marketing

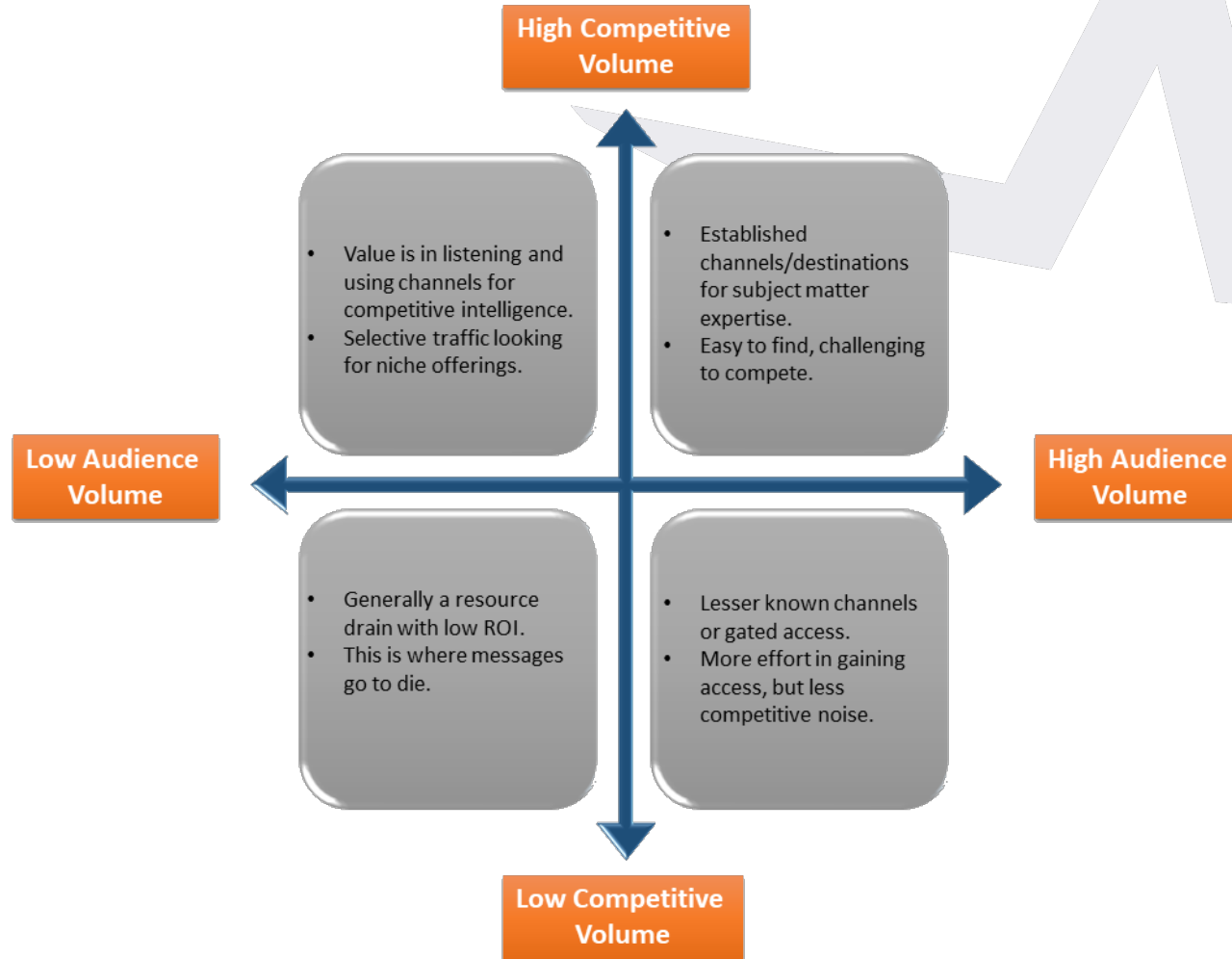


Account-Based Marketing



Based on the #FlipMyFunnel model for ABM by Sangram Vajre

Channels of Optimal Resistance



Part 2: Power Up Your Website



Let's get hands on



Part 3: Search Engine Relationship



Level 1 – Meta and Content

- Meta tags – incremental building
- Design best practices
- Content layout and user experience

Level 2 – Schema and backlinks

- Schema – basic to advance
- Backlinks – value and juice

Level 0 – Foundational

- The need for speed
- Baseline check

Making a Website Relevant



- Choosing the right “Key” words
- Unique Page Titles and Descriptions
- Mobile Landing Pages
- SSL Certificate (https)
- Links from other Authoritative Sites
- Social Media Links
- Add content frequently
- Add Video and Pictures
- Speed Test
- Microdata

Key Words – Search Terms



- Your Customer's search terms
- Search Phrases
 - One or Two Words?
 - Search Phrase?
 - Asking a Question?
- Device dependent
 - PC Browser
 - Mobile Device
 - Assistant Robot

Part 4: Marketing Technology



Level 1 - The Basic		Level 2 - Growth		Level 3 – Maturity	
<u>Capability</u>	<u>Benefit</u>	<u>Capability</u>	<u>Benefit</u>	<u>Capability</u>	<u>Benefit</u>
CRM	Track leads	CRM	Track leads	CRM	Track leads
CMS	Manage website	CMS	Manage website	CMS	Manage website
Analytics	Site Analytics	Analytics	Site Analytics	Analytics	Site Analytics
Email marketing	Basic marketing	Marketing automation	Automated lead engagement	Marketing automation	Automated lead engagement
eCommerce	Online selling	eCommerce	Online selling	eCommerce	Online selling
		SEO Mgmt	SERP Rank	SEO Mgmt	SERP Rank
		Scheduling	Channel Posting	Scheduling	Channel Posting
		Ad Platform	Advertising	Ad Platform	Advertising
		Content Calendar	Manage content	Content Calendar	Manage content
		Social Selling Platform	Generate and nurture leads	Social Selling Platform	Generate and nurture leads
				Business Intelligence	Data for insight and growth
				Competitive tracking	Manage landscape
				Native Ads	Segmented advertising

Tools Used in Workshop #1



Category	Tool URL	Pricing
Hosting provider	Siteground.com	Paid Service
Marketing Automation	Mailchimp.com	Freemium
Content Analysis	Buzzsumo.com	Freemium
CMS	Wordpress – available from hosting providers	Opensource
SEO Plugin	Yoast.com	Freemium
Site Speed Test	https://developers.google.com/speed/pagespeed/insights/	Free
SEO Baseline Reporting	SEOSiteCheckUp.com	Paid Service
Content Creation	Canva.com	Freemium
Keyword Intelligence	SEMRush.com	Paid Service
Site Intelligence	Similarweb.com	Paid Service
Content scheduling	Hootsuite.com	Paid Service
Analytics	Analytics.google.com	Free

Workshop #1 Summary



- Social media channels are rented property, your website is what you invest in and build on for effective lead generation
- Models of lead generation are rarely singular. Most of the time are a hybrid of traditional and ABM campaigns
- Lead capture is good, but without lead nurture, it is too often wasted
- The martech stack and maturity drives complexity of campaign strategy and execution
- Thought leadership and delivering value is the core of content marketing